

April 1st

Toronto, April 1, 1924

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



AT THE LAKE OF HANGING GLACIERS, NEAR WINDERMERE, B. C.

Photograph in color by Byron Harmon. For description see page 14

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In the Editor's Confidence

MACLEAN'S

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Editor: **Norman Maclean**
Managing Editor: **John R. Maclean**
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New Minds for Old in 12 Weeks!

THOUSANDS of people who only a short while ago were struggling along on low-levelled routine positions are today rearing double and triple their former salaries and are enjoying all the luxuries that make life worth while.

They owe their sudden success to the revelation of a new science through which they actually acquired new minds—minds which were actually created in 12 to 15 weeks!

This may seem an utter impossibility. Yet you have only to investigate the facts. Thousands of signed testimonials from students of this new science offer irrefutable evidence of the fact that it is really possible for anyone to acquire a new mind—that it is really possible for anyone to acquire great success in salary. (A few of these statements are reproduced below.)

How are these apparent miracles accomplished? The explanation is quite simple. Psychologists have firmly established the fact that the average man goes through an average of only about one-third of his possible brain-power. This is not as surprising as it may seem. Your brain is just the way it is.

When you are only using one-third of your brain, you are only using one-third of your potential. This is why you are only getting one-third of the results you are capable of. The average man is only using one-third of his brain. This is why you are only getting one-third of the results you are capable of. The average man is only using one-third of his brain. This is why you are only getting one-third of the results you are capable of.

If you are now working for low pay, if you are a subordinate instead of an executive—if it is a certain indication that you have let your mind "go

slack." Success depends upon brain-power. With a mind which is only one-third as efficient as it should be you cannot even hope for success. The thing to do, therefore, is to get a new mind. You can do it, just as thousands of others have done it. The way is easy—it is through **Pelmatism**.

Pelmatism is the science of intensive mental development. Since its first appearance, 25 years ago, it has spread, with the stamp of a great discovery, to every corner of the globe. Today it enables students everywhere to acquire new minds in every walk of life.

The result is that **Pelmatism** is bringing about nothing short of amazing, astonishing, and even miraculous results. Thousands of people everywhere are acquiring new minds in every walk of life. You will actually be given a new mind—a mind which will sweep you forward, which will lead you on from success to success—until you have attained the goal you have set for yourself.

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PRICE

The copies below will bring you without cost or obligation a copy of a splendidly bound, 100-page book on scientific mind training. This visually interesting book describes **Pelmatism** in detail, reveals the unique method whereby thousands of people everywhere are acquiring new minds for old in 12 to 15 weeks. It also contains the actual experiences of former students showing how this great new science led to unexpected heights of intellectual, social and financial success.

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Please send no money now. It is only when you receive the book that you will be asked to pay for it.

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change in their whole attitude toward life.

Pelmatism will give you the vital spark—it will give you the type of mind you have always admired and longed for. Under no powerful influence such happens as **Pelmatism**, lack of initiative, lack of judgment, lack of perception and lack of initiative really disappear as if by magic. **Pelmatism** will sweep the worst two-thirds of your brain away from you. You will actually be given a new mind—a mind which will sweep you forward, which will lead you on from success to success—until you have attained the goal you have set for yourself.

"Scientific Mind Training"
PRICE

The copies below will bring you without cost or obligation a copy of a splendidly bound, 100-page book on scientific mind training. This visually interesting book describes **Pelmatism** in detail, reveals the unique method whereby thousands of people everywhere are acquiring new minds for old in 12 to 15 weeks. It also contains the actual experiences of former students showing how this great new science led to unexpected heights of intellectual, social and financial success.

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Please send no money now. It is only when you receive the book that you will be asked to pay for it.

Name

Address

Choose the size of can to fit your need



Doesn't Law¹⁰ that "a man get more than Moore
 paid" in this 1980 version of taxes?
 "Well, yes it is," p.108, but paid to fit their
 ink."

Law¹⁰ says and Law¹¹ Monte commences way
 in a "middle money."

For the above-mentioned problems, let me just say: hope
every one of them will be solved as soon as you find
them. (The *Journal of Probability* for the 1990s is available
online.)

Each year, the company's sales are divided up among its four divisions. The company's sales are divided up among its four divisions. The company's sales are divided up among its four divisions.

There are two *Dea* species in each of the four subgenera, but the two species in the subgenus *Dea* are distinguished by their different wing venation patterns. The *Dea* species are also distinguished by their different wing venation patterns. The *Dea* species are also distinguished by their different wing venation patterns.

but be sure you say **DEL MONTE**

[illegible]

Question:—Can you give me any information regarding the shipping of the Chemical Warfare Agent? What is the effect on the shareholders?—W.F.F., Newport N.J.

James—The outlook for the steel industry of the Steelhead Beltline Area is steadily improving. In the future, we are sure in the possibility that they will get new business from the defense industry or things of our kind of specializable value, are being awarded new orders. One instance of same was of a commercial ship that would be replaced. Just recently a material was found at \$1000 a ton. At the time of the liquidation of the old company, the value of the whole estate was about \$100,000,000 at the time of purchase.

[illegible]

Assures The Casino—The Casino Employees' Retirement Fund has announced that it will contribute \$1 million to the Nevada State Lottery Board's new \$100 million bond issue. The fund, which is a 501(c)(3) organization, was incorporated in 1974 and has a total of \$10 million in assets. The fund's assets are invested in a diversified portfolio of stocks, bonds, and real estate. The fund's assets are managed by a professional investment manager. The fund's assets are used to provide retirement benefits to casino employees. The fund's assets are also used to provide financial assistance to casino employees who are in need of it. The fund's assets are also used to provide financial assistance to casino employees who are in need of it.

states and more than \$1,000,000 were then raised. Shoppers' Surveys Inc. (see page 10) was the first to use the technique in Québec with 100,000 in the sample. The response was very encouraging and was reported as having influenced in placing its concept and operations on a healthy basis. For several years it employed a local office of Thomson Inc. in 1974 this was replaced by Woodhill and as a consequence a very high quality, sophisticated research unit was created.

[illegible]

Question.—Please let me have specimens of *Chamaea fascicularis* Canyon, Calif. I will be glad your preferred and some common ones. The preferred ones but not paid a standard for some other two parts. What is the source for this?—E.J., London, Georgia.

Anyen-Cheng (ACC) the President of the Canadian Railway Association reflected the unsatisfactory situation which have prevailed in the railway trade for some time. It is well known, however, that the fiscal year of 1921, while not one of very great improvement, will still show that the previous year. With due economy it is hoped a state of working for an improvement in business. The first step in this campaign lies in the directors in the consideration of buying of the railways. There is practically no one but the company a constant under prevailing conditions.

Question:—Kraft, where are you in the collection of the Government's Order of Trans Corporation, Inc.? I have seen that in the newspaper and would appreciate it if you could give me the present financial outlook. —E. K. Andrews

Answer:—The assets of the Transcorpora Trans Corporation for 1969 amounted to \$227.5 as compared with \$174.5 during 1968. The figures show 28% growth in \$52.95. The corporation and operations under administration is owned approximately 50% by the U.S. Steel Co. In addition, the firm controls

[illegible]

Enhancers in MAXIMUM MANAGING develop ideas in support of Company objectives or programs, or life insurance problems, will be answered freely. Inquiries should be addressed to the **Practical Editor** at 3425 15th Avenue, N.W., Atlanta, GA 30312 and a stamped, self-addressed envelope is required.



Hayes Attached Lug Rim
*Distributes Strain
Provides Safety*

Here's a wonderful advance in the manufacture of automobile wheels by Hubs.

A rim equipped with lugs that are individually driving members and that distributes all strain over the entire circumference of the wheel instead of concentrating it at but one point.

Such distribution of strain means greater safety, and when the Hayes Attached-Lug-Run is drawn in place, it is in perfect alignment.

Hayes Wheels—known and used the wide world over—are all standardized and as a result, rims, wheels and wheel parts are instantly interchangeable.

Wheel changes from wood to wire or disc are made easily as changing a tire. Tire changes are but matters of moments.

HAYES

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durable. It is the only flooring that
is as easy to care for as it is beautiful.

Seaman-Kent Hardwood Flooring is made
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to suit each style and purpose. From the
lightest of pine to the darkest of mahogany,
you will find a floor covering that is
just what you need. It is the only
flooring that is as beautiful as it is
durable. It is the only flooring that
is as easy to care for as it is beautiful.

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can
buy it
yourself

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Alberta Gets 'em Going and Coming

Continued from page 81

Year	Value	Per Cent
1953	\$ 1,127,207	127.7
1952	1,047,000	100.0
1951	1,111,250	106.7
1950	1,050,000	100.0

Total \$1,047,000 20,000,000

It is the Government's estimate that the 1954-55 season will be a record one for the province. The 1953-54 season was a record one for the province. The 1952-53 season was a record one for the province. The 1951-52 season was a record one for the province. The 1950-51 season was a record one for the province.

There is also a large number of other factors which will contribute to the success of the 1954-55 season. These include the fact that the province has a large number of other factors which will contribute to the success of the 1954-55 season.

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Motion Pictures the Kodak Way

CINÉ-KODAK, the new Eastman motion picture camera, gives you pictures in *motion* just as easily as your folding camera now gives you "stills." Its introduction brings cinematography to your home just as, years ago, Kodak brought photography.

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Price of complete outfit, including Ciné-Kodak with color film drive in integral and ready, Kodescope, screen, etc., only \$14.95. Kodak makes no request.

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The most common cause of throat trouble is throat infection, but you can prevent it.

"Guard the throat" physicians say—and most epidemics will pass you by

WHEN you breathe with an open mouth, you are inviting throat infection, your body's warning that you are not taking proper care of your throat, says a doctor.

Throat infection is the most common cause of throat trouble, and it is the most common cause of throat trouble, and it is the most common cause of throat trouble.

Throat infection is the most common cause of throat trouble, and it is the most common cause of throat trouble, and it is the most common cause of throat trouble.

Formamint
Lose up to 100 lbs. in 100 days

Formamint is a powerful medicine that helps you lose weight. It is a powerful medicine that helps you lose weight. It is a powerful medicine that helps you lose weight.

throat. The more you breathe with an open mouth, the more you are inviting throat infection, your body's warning that you are not taking proper care of your throat, says a doctor.

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Since 1854
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Charles E. Ryan, Canadian Press Staff Writer, Montreal

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"The Highest Quality on Earth"

Physician's Recommendation

Knox Gelatin is the most important food in the diet. It is a source of protein, and it is a source of energy. It is a source of energy, and it is a source of energy.

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SUCCESSFUL BUSINESS WOMAN ATTAINS HER AMBITION TO BECOME A "TRAMP"

Miss Esther Richardson, First Woman in Canada to Become a Foreign Buyer for a Canadian Store, Has Retired from Business and Will Go Around the World

By DOROTHY G. BELL

I told her a long time ago that she was going to be a tramp. She was going to be a tramp. She was going to be a tramp. She was going to be a tramp.

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CANADIAN business has been so broadened by travel and intimate contacts with the cultures of other lands that luxury is no longer a word in the vocabulary of our people.

Until recently, it was not easy to find luxury without excess. But now, in the new world of business, it is not so.

But now business men are provided with such a wide range of designs, and so much in spirit and reflecting the history of great French and English periods, that you can have exactly what you need, both in form and in color to carry out almost any scheme of decoration you may desire.

For that important thing of life that you spend on bed, Simmons mattresses and springs supply comfort and lasting comfort. Made in many types: rolled bed, spring, mattress, and so on.

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SIMMONS
Beds Mattresses Springs
BUILT FOR SLEEP





In a home just like yours

PERHAPS it is a morning, when curtains are open, shades, window-blinds are down. Perhaps it is a quiet afternoon on a luxurious sofa overlooking the bay. Or it may be a sunny old house set in the midst of well-kept gardens and smoothly clipped lawns.

Such a home—like yours—lives a busy, very successful life. She has good taste, she loves beauty. And she knows how to make of her home a delightful, life-enriching place.

In such a home the Kroehler Davenport Bed has made a place for itself. It is not taking in her sleep, but neither is it, passively, in the other foreboding dormitory. In her case, a time, fashion, designer, well-calculated, highly sophisticated, lovely instance of a sleeping room.

Day after day, its owner has looked at it and found it a beautiful and

satisfying thing. Night after night, she has retired at a window screen, and it has given her a wonderfully comfortable bed, wide and deep, deep as space, deep as comfort. It has been ready at the moment's need, opening with a single, easy motion, covers of smoothly to place. Yet it has hidden completely, leaving the daytime, the evidence of its existence as to a bed.

Her friends have seen it as a dream-land and thought it beautiful. Her guests have slept in it and found it a



KROEHLER MANUFACTURING COMPANY, LTD., STRATFORD, ONT.

(Sole Importers of Canada, Ltd., 100, UNIVERSITY AVENUE, TORONTO, CANADA)

KROEHLER

Davenport Bed

KROEHLER MANUFACTURING COMPANY, Limited, Ltd.

Kroehler's Davenport Bed is not your bed, but it is the name of the famous Kroehler bed.

Name

Model

Price

Material

Color

Finish

Weight

Height

Length

Width

Depth

Volume

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Old Dutch Makes Bathrooms Shine

and saves both
Work and Time

Bathrooms take on new radiance when Old Dutch does the work. Bathtub, wash-bowl, mirror, floor and walls are made hygienically clean.

Old Dutch makes cleaning so much easier too, because its flat-shaped particles, made that way by nature, erase the dirt quickly and easily. It doesn't scratch and grind in the dirt, making cleaning more difficult.

Old Dutch saves time because every particle works. Economical because a little goes a long way. Millions of housewives know there is nothing else like it!

Doesn't hurt the hands

